

# NEWS RELEASE

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COMMUNICATIONS OFFICE  
312 ROSA L. PARKS AVENUE  
NASHVILLE, TENNESSEE 37243-1102

## **FOR IMMEDIATE RELEASE**

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**Media Contact:** Jennifer McEachern, ECD

**Office:** (615) 253-1852

**Email:** [jennifer.mceachern@tn.gov](mailto:jennifer.mceachern@tn.gov)

### **GOVERNOR HASLAM, COMMISSIONER HAGERTY ANNOUNCE THE JACK DANIEL DISTILLERY TO EXPAND LYNCHBURG OPERATIONS** *Global Demand Drives More Than \$100 Million Investment, Creates 94 New Jobs*

**NASHVILLE** – Tennessee Gov. Bill Haslam and Economic and Community Development Commissioner Bill Hagerty along with Brown-Forman Corporation officials announced today expansion plans for the Jack Daniel Distillery in response to global demand for its world famous Tennessee Whiskey. The \$103 million investment includes the addition of stills, barrel warehouses and related infrastructure to support the expanding operations, and will result in the creation of 94 new full-time positions over the next five years.

"I want to thank the Jack Daniel Distillery for today's announcement and their continued investment in the people of Lynchburg and Tennessee," Haslam said. "This company is an American brand but, more importantly, a Tennessee brand well recognized across the world, making it a global ambassador for our home state. Jack Daniel's is one of our most historic exports, and it helps us in our efforts to bring new Tennessee products to the world marketplace."

"Jack Daniel's is a well-respected brand that boasts a rich history filled with Tennessee tradition," Hagerty said. "The substantial expansion set to occur in the upcoming years is tremendous for the community and underscores Tennessee's No. 1 ranking for job growth in the Southeast. I appreciate the company's continued investment in the state and the jobs created from today's impressive announcement."

Construction will begin this fall and is expected to be completed within two years. The distillery expansion will be located on distillery property in the Lynchburg area and tied to the same source of cave spring water.

"The demand for Jack Daniel's Tennessee Whiskey worldwide speaks volumes for the craftsmanship and specialness of a spirit distilled from a small cave spring hollow in Tennessee," Jeff Arnett, master distiller of the Jack Daniel Distillery, said. "The expansion will help Jack Daniel's continue to bring our distinctive, charcoal-mellowed whiskey to the world and to follow Mr. Jack's belief when he said, 'Every day we make it, we'll make it the best we can.'"

"Lynchburg is proud to be home to America's oldest distillery and a world class tourist destination," Metropolitan Lynchburg-Moore County Mayor Sloan Stewart said. "As an outstanding corporate citizen, we've built a strong relationship over the years, and we appreciate all that Jack Daniel's has done to give back to the community. We look forward to many years of continued success."

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“TVA and Duck River Electric Membership Corporation congratulate the Jack Daniel Distillery as it expands operations and warehousing capabilities,” TVA Senior Vice President of Economic Development John Bradley said. “It is exciting to see existing companies prosper. We are pleased to be partners with the state of Tennessee and local leaders as they help existing business and industry invest and add jobs within their community.”

Jack Daniel’s Tennessee Whiskey has grown volume for 21 consecutive years, underscoring the brand’s premium and iconic image. The Jack Daniel’s family of brands grew global net sales by 9 percent in the last fiscal year.

### **About the Jack Daniel Distillery**

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tennessee, the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel’s is known for the world-famous Jack Daniel’s Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel’s Single Barrel Tennessee Whiskey, Jack Daniel’s Tennessee Honey, Jack Daniel’s Ready-to-Drink Beverages and Jack Daniel’s Country Cocktails.

Please enjoy your Tennessee Whiskey responsibly. For more information on Jack Daniel’s, visit [www.jackdaniels.com](http://www.jackdaniels.com) or visit Facebook at [www.facebook.com/jackdaniels](https://www.facebook.com/jackdaniels).

### **About Brown-Forman Corporation**

For more than 140 years, Brown-Forman Corporation has enriched the experience of life by responsibly building fine quality beverage alcohol brands, including Jack Daniel’s Tennessee Whiskey, Southern Comfort, Finlandia, Jack Daniel’s & Cola, Canadian Mist, Korbel, Gentleman Jack, el Jimador, Herradura, Sonoma-Cutrer, Chambord, New Mix, Tuaca and Woodford Reserve. Brown-Forman’s brands are supported by nearly 4,000 employees and sold in approximately 160 countries worldwide. For more information about the company, please visit [www.brown-forman.com/](http://www.brown-forman.com/).

### **About the Tennessee Department of Economic and Community Development**

The Tennessee Department of Economic and Community Development’s mission is to develop strategies which help make Tennessee the No. 1 location in the Southeast for high quality jobs. The department seeks to attract new corporate investment in Tennessee and works with Tennessee companies to facilitate expansion and economic growth. Find us on the web: [tn.gov/ecd](http://tn.gov/ecd). Follow us on Twitter: [@tnecd](https://twitter.com/tnecd). Like us on Facebook: [facebook.com/tnecd](https://facebook.com/tnecd).

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